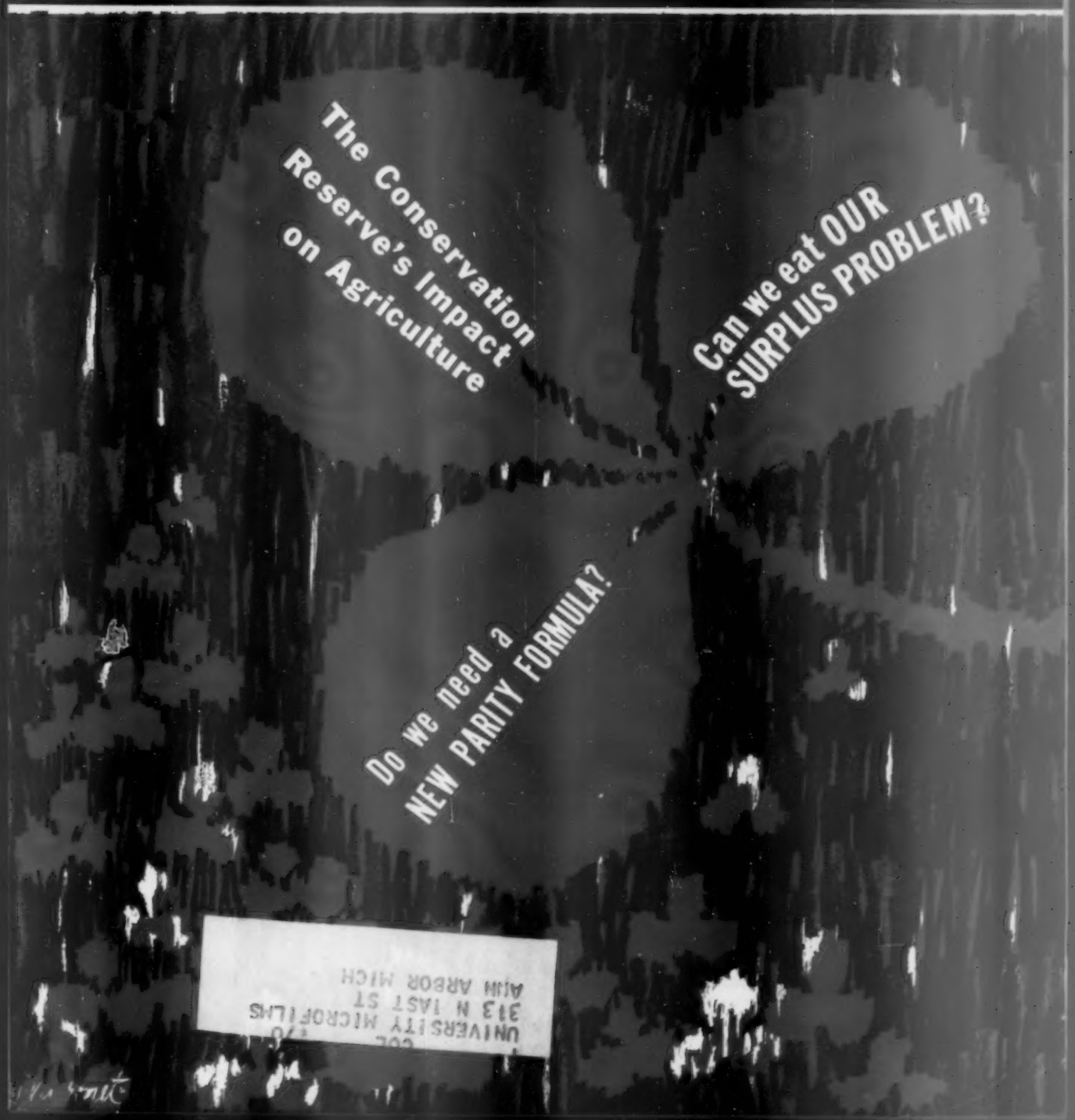
BETTER FARMING METHODS

MAY 1961
A WATT PUBLICATION
★★★

Specialized Magazine for Agricultural CHANGE-AGENTS



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Today in Agriculture...

FARMERS SHARPEN THEIR COMPETITIVE EDGE

with the help of the County Agent and Beacon Advisor

Farming today is a mighty competitive business. There's strong competition in the marketplace between foods – between regions – even between counties. To be successful, individual farmers must step up efficiencies. That's why more and more are turning to county agents and other "professional change-agents" for up-to-date, practical advice in each specialized field of farming. For information on scientific feed programming and profitable management methods, an increasing number of business farmers consult with their Beacon Advisor.

Highly trained and widely experienced, the Beacon Advisor works with dairymen to help them increase milk production for greater income over feed cost–finds ways to help poultrymen get more quality eggs or meat per ton of feed–suggests methods which bring higher prices to producers. The net effect is to give the farmer that COMPETITIVE EDGE which comes with higher production, improved quality, increased efficiency.

Work with the Beacon Advisor

County Agent, Vo-Ag teacher or business farmer, it will pay you to work hand in hand with the Beacon Advisor. Deeply interested in a better agriculture, he brings farmers tested feeding and sound management programs. His recommendations are backed by Beacon Research, which for over 40 years has found new techniques for making poultry and livestock more productive–more profitable. Plan to work soon with the Beacon Advisor in your community.

From the Virginias to Maine

BEACON FEEDS

BEACON–THE FEEDS WITH THE "NUTRIENT NICK"

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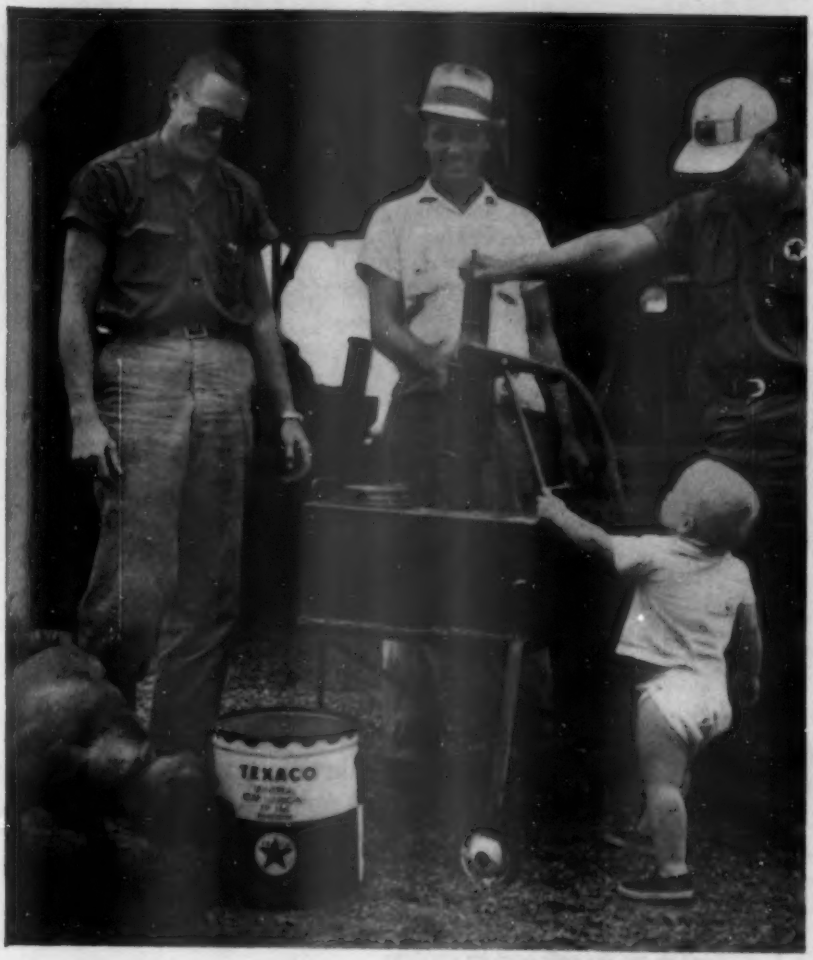
PORTABLE GREASE PUMP BUILT IN TWO HOURS!



A portable transmission grease pump was needed on the 1,100-acre farm operated by Parker Mehrle, his brother Robert, and Julian Boyd, near Caruthersville, Mo. In less than two hours they built the apparatus shown here—using an old oil pump, some strap iron and wheels from a discarded toy wagon.

Texaco Products have been used for many years to service this farm's equipment, which includes 8 tractors, 2 cotton pickers and a combine. Texaco Universal Gear Lubricant EP is preferred because it best protects gears against wear and scuffing. Also Marfak lubricant, which forms a tough collar around open bearings, sealing out dirt and moisture. Marfak won't wash off, dry out, cake up or melt down.

Like farmers everywhere, they've found that *it pays to farm with Texaco Products.*

SHOWN IN PHOTO *(left to right) are Parker Mehrle, foreman William Risner, and Hubert Dunanant, driver-salesman for Texaco Distributor J. T. Ahern, Pemiscot Oil Co. Young Boyd and the dog are interested observers!*

HAVOLINE IS HIS CHOICE!

Leo Gislain, farmer near Wellman, Iowa, uses Advanced Custom-Made Havoline Motor Oil exclusively for his equipment. Havoline's exclusive combination of detergent additives prevents harmful engine deposits and wear. Engines deliver full drawbar power, and more fuel mileage. Mr. Gislain has used Texaco Products for 23 years. Here he is getting a neighborly, on-time delivery from Texaco Distributor K. P. Griggs, Wellman Oil Co.

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TUNE IN: TEXACO HUNTLEY-BRINKLEY REPORT, MONDAY THROUGH FRIDAY, NBC-TV.

BETTER FARMING METHODS

MAY 1961

Vol. 33 No. 5

Specialized Magazine for Agricultural CHANGE-AGENTS

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features

THE CONSERVATION RESERVE'S IMPACT ON AGRICULTURE ..... p. 8

What effect has the Conservation Reserve program had on farmers and suppliers of farm production supplies? This question was the subject of a recent study by Ohio State University's Department of Agricultural Economics and Rural Sociology. Their findings are reported here.

DO WE NEED A NEW PARITY FORMULA FOR AGRICULTURE? ..... p. 12

The present parity formula for agriculture compares the purchasing power of farm products today with an earlier base period. However, what farmers seem to want is an indicator to determine how their incomes compare with non-farm incomes. The present formula does not do this. This article outlines a new parity formula which would give a more accurate measure of farmers' relative economic status. It's more flexible and contains many new features.

CAN WE EAT OUR SURPLUS PROBLEM? ..... p. 14

The average American eats about 100 pounds less food per year than he did 50 years ago. This interview tells how an hour of moderate exercise each day could build a market for tremendous quantities of farm products.

WHAT'S HAPPENING IN THE RETAIL FOOD BUSINESS? ..... p. 16

Remember the "good old days" when you could take a few dozen eggs to the grocery store and "trade" them for food? Since the heyday of the country store before WW II we have seen a revolution in food retailing. This article tells about these changes and what they mean to farmers, processors, and wholesale suppliers.

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BETTER Farming Methods is published monthly on the 1st of the month by Watt Publishing Co., Mount Morris, Ill. Telephone 4-4171. SUBSCRIPTION RATES: Canada, United States and possessions, $5.00 per year. Foreign, $8.50 per year. Pan America, $6.00 per year. Single copies: 50 cents. All subscriptions start with current issue. Make all remittances payable to Better Farming Methods. If you change your address, notify us direct and give both your old and new address. Always state whether your subscription is new or renewal. Please renew by the same name and initials. Printed in U.S.A. Member: Business Publications Audit: National Business Publications.

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Accepted as controlled circulation publication at Mount Morris, Illinois, and at Rochelle, Illinois.

"I don't even have to let go of a horse to handle a call"

Loyd Jinkins is a name that needs no explaining to men who know quarter horses. A visit to his home near Ft. Worth would show you why. It's hard to find a place to put your hat unless you want to hang it on a grand champion trophy.

To Loyd raising and training quarter horses is not only his greatest pleasure—it's a thriving business too. That's why he has a complete extension telephone setup in his buildings. With these handily located phones, he's on tap every working hour to the folks he does business with.

Before Loyd had his extensions he was walking almost a mile a day to and from the house to handle calls. This interrupted his duties around the buildings and corrals where he has six men working fifty head of registered quarter horses. It was costing better than an hour a day.

Now, with an extension phone in the bunkhouse, saddle shed, and shop, Loyd is seldom more than a few steps from a phone. As he puts it, "I don't even have to let go of a horse to handle a call."

All over the country, in all types of farming and ranching, busy men are using extension phones to save time and keep tight control of their operations. Today there are few tools that return so much for so little.

Why not have a look around your place and see how much of your time extension telephones would save? Then call your Bell Telephone Business Office. You'll be surprised when you find out how little they cost.

BELL TELEPHONE SYSTEM

KEEPING AHEAD

This new rolling cultivator cultivates all crops whether they are planted on the level, on a high bed, or in a furrow. Each row is worked by three independently floating gangs—two of them cultivate the bed, the third rolls over the crop. The gangs can be angled to throw dirt toward or away from the plants. Made by the Lilliston Implement Company, this tillage tool is said to operate satisfactorily at three times the speed used with conventional cultivators.

Fill Silos Quickly And Solidly

Farmers should fill their silos quickly and solidly to get the best possible silage. Sugar needed for silage production is rapidly lost if silos aren't packed tightly. Loosely-packed silage permits air to remain in the silo, enabling the stored plants to continue breathing and using up sugar.

One practical way to exclude air from the silo is to fill and compact the silage rapidly during the first hours of fermentation.

Chemical Nurse Crop For Alfalfa

A chemical nurse crop for spring seedings of alfalfa makes possible a yield of two tons per acre during the first year, according to University of Illinois research.

A chemical treatment of one pound of 4-(2,4-DB) and two pounds of dalapon per acre gave excellent control of grass weeds and satisfactory control of broadleaf weeds. While the treatment did cause some injury to alfalfa, the alfalfa soon outgrew it.

Eptam, a pre-emergence herbicide, also gave excellent control of grass weeds. However, eptam was not effective on broadleaf weeds when it was applied at three pounds per acre.

Cut Oat Silage In Dough Stage

Oats cut for silage when the grain is at the dough stage yielded twice as much, kept better and were more palatable to cows than those harvested at earlier stages of maturity, in Iowa State University tests.

The moisture content of silage cut before the dough stage of maturity ranges from 70 to 88 percent. These high levels of moisture caused seepage from the silo and produced strong odors which made the silage less acceptable to cows.

Best results in preservation were obtained when the moisture content was between 60 and 70 percent — as in the early to late dough stages.

Early Cut Hay Has Many Advantages

Early-cut hay contains more nutritionally important "minor elements" than late-cut hay, according to University of Wisconsin scientists.

The research points up another reason why hay should be cut early. Previous research showed early-cut forage to be highest in protein, carotene, ash, and the important major elements calcium and phosphorus. Minor elements iron, manganese, copper, cobalt and zinc are very important for animals though needed in small amounts.

Fatigue May Depend On Operator's Opinion

Reducing fatigue in tractor operations may not depend as much on using automatic rather than non-automatic tractor steering as it depends on the operator's opinion of the steering device.

By use of tests to measure fatigue, the operator having a favorable opinion of automatic tractor steering during cultivation was found to show less fatigue at the end of the day. The other operator did not like or trust the automatic guidance system and was more fatigued at the end of the day when he used the automatic system.

In this test automatic steering reulted in greater stand reduction, lower yields, and poorer weed control than manual steering.

Cows Can't Use Finely-Ground Pellets

Pellets made of alfalfa that is too finely ground are not used completely by dairy cattle, Ohio research shows.

Fine particles of roughage, even when the alfalfa is of high quality, move too rapidly through the rumen of the cow where the bulk of the cellulose digestion takes place. This reduced digestibility results in the formulation of less acetic acid and a lower butterfat production in the milk.

Three to five pounds of long hay had to be fed daily to cows in addition to pellets in order to hold up maximum feed intake.

Soil Compaction Not Related To Yield

Cropping systems have little effect on the compactness of soil, Iowa State University agronomists report. Using radiation equipment to measure the compactness of the plow layer of soils, it was found that the most compact soil was on areas which had been used intensively for row crops, either continuous corn or a corn/corn-oats rotation. The least compact soil had been in rotations containing a meadow crop for one or more years. In all cases, the difference in soil

IN AGRICULTURE

- **Finely Ground Alfalfa Pellets Aren't Best for Dairy Cows**
- **Cropping Systems Have Little Effect on the Compactness of Soil**
- **Scientists Develop Universal Equation for Predicting Erosion Loss**
- **It Pays to Take Extra Flesh Off Over-Fat Beef Cows Before Calving**
- **Chemical Nurse Crop for Spring Alfalfa Seedings Makes Better Yields**

compactness was small and had usually disappeared by the second year following a meadow crop.

There did not appear to be any relationship between soil compactness and corn yields.

New Tool Reduces Plowing Time 25%

University of Missouri agricultural engineers have developed a strip tillage tool that takes 25 percent off the time required for plowing and planting operations under conventional methods.

The experimental equipment consists of a rear-mounted tool bar equipped with three units spaced 40 inches apart. Each unit is made up of a middlebuster share and specially built frog and moldboards. The result is a tilled strip 22 inches wide and 6 to 7 inches deep with trash-free soil in the center of the strip in which the seed is planted.

Corn yields to date indicate no significant differences resulting from the tillage and planting methods used. No great differences have been noted in germination, rate of growth, or in weed growth.

An Equation for Predicting Soil Loss

Scientists of the USDA's Agricultural Research Service have now developed a universal equation for predicting rainfall-erosion losses, and have issued an 11-page report by that title explaining the equation in some detail. One of the main advantages of the equation, the scientists say, is its versatility, because it can be used wherever rain causes significant erosion losses. It can also be used to define the conservation practices needed for a given field to limit soil losses to tolerable levels.

Now They Feed Cows in "Cafeteria Style"

Tests at North Carolina State College show that dairymen can save money by feeding their cows "cafeteria style."

The college tested 15 milking Holsteins by self-feeding them from half of a 20-foot wide bunker silo. Silage from the other half of the silo was fed to another group of 15 cows in a bunk manger about 200 feet from the silo.

Results were that the self-fed cows produced an average of 40.32 pounds of 4 percent fat-corrected milk daily. The manger-fed cows produced 39.76 pounds. Labor requirements for both the self-fed and manager-fed cows was just about the same, but tractor time was considerably more for the manger-fed cows.

Copper Increases Feed Efficiency

Iowa State University studies over a period of more than five years show one-tenth percent copper sulphate in the ration increases pig gains and feed efficiency about the same way antibiotics do. It destroyed streptococcus and staphylococcus disease organisms in a manner similar to that of some of the antibiotics. It left only traces in the loin meat of pigs.

Copper sulphate accumulates somewhat in the liver of the pig, but not in large enough quantity to affect the animal's blood count excessively. Swine researchers suggest that care should be exercised to be sure the baby pigs receive adequate iron to counteract the effect of low blood iron.

Farmers Stick With Wheel Track Planting

Most Wisconsin farmers who try the new corn seeding operation called wheel track planting like it and will stick with it.

A survey of farmers who have tried wheel track planting shows that 90 percent of those returning the questionnaire will use the method again in 1961. The survey further revealed that farmers using the method are gradually reducing the side operations in planting. Fewer farmers are working the land with a disc before plowing. Fewer are using leveling devices behind the plow. There's also a drop in number of cultivations for weeds.

Chemical weed control has been used by around half of the farmers using wheel track planting. More indicated they wished they had controlled weeds with chemicals.

Fat Cow Benefits by "Dieting" Before Calving

Tests at Iowa State show that it pays to take extra flesh off your over-fat beef cows prior to calving. To accomplish the reduction in weight, the cattleman will have to reduce the cow's hay and silage consumption, or feed lower-grade forage as part of the ration. A free-choice calcium and phosphorus supplement should be provided at all times.

THE CONSERVATION RESERVE'S IMPACT ON AGRICULTURE

What effect has the Conservation Reserve program had on farmers and suppliers of farm production supplies? This question was the subject of a recent study by Ohio State University's Department of Agricultural Economics and Rural Sociology. Their findings are reported here.

The Conservation Reserve, a voluntary, long-term program, was designed to reduce production of farm commodities, increase conservation of land and water resources, and encourage farm income. How effective has it been in accomplishing these objectives?

Major impacts of the Conservation Reserve program, as indicated by the Ohio study, are as follows:

1. **People Left the Farm** — The program encouraged the movement of people out of active farming, but it has not increased the non-farm labor force. This is one of the most important impacts of the program. Thirty percent of the participants were older persons, formerly full-time farmers who wanted to retire. They now are dependent on the program payments, Social Security, and miscellaneous other sources for living.

Part-time farmers accounted for about 50 percent of the participants. They were already holding off-farm jobs prior to consigning their land to the Reserve, and they are leaving the agricultural labor force.

Widows were the other large group of participants. In most cases, these units were small and the cropland had been farmed by a neighbor along with his regular operations.

This is a special report of a study by Dr. Wallace Barr, Dr. Richard Newberg, and Dr. Mervin G. Smith of the Department of Agricultural Economics and Rural Sociology at Ohio State University. It deals with the impact of the Conservation Reserve program on production, incomes, and communities in Ohio.—Editors

2. **Covered 4.3% of Cropland** — The land in the Conservation Reserve, if it had been in production, would have increased the supply of corn, wheat, oats, and soybeans in Ohio by 3.1 to 3.4 percent last year. In Ohio, 4.3 percent of all the cropland was consigned to the program in 1960. Thus, the amount of reduction in output was about three-fourths of the percentage of the land enrolled.

Average yields per acre for corn, wheat, soybeans, and oats on participating farms were about 98 percent as great as the average yields on farms in the area which did not participate. The proportion of cropland acreage planted to row crops was somewhat lower on participants' farms.

Projecting these relationships to the United States as a whole, the increase in farm commodities that would have been produced in the absence of the program would have been somewhat over 4.5 percent of total United States production. Slightly over 6 percent of the cropland in the United States was enrolled.

3. **Cut Government Storage** — If the program had not been in effect, there would have been substantially lower farm prices, unless all the extra production had gone into government storage. Most likely, in the absence of the program, a considerable amount would have gone into government storage, but the remainder would have been placed on the market, reducing farm prices below levels which prevailed.

4. **Increased Family Income**—The family income (farm and non-farm) of participants increased an average of $285 or 7 percent in 1960 above the year prior to participation. Net farm income (including Conservation Reserve payments) declined, but increases from other income sources offset this decline.

5. **Held Production Off Market**—The value of farm products held off the market in Ohio as a result of

the program in 1960 amounted to about 1.7 percent of gross cash farm receipts of all farmers. The amount withheld, as a percentage of total farm sales, was somewhat below the crop reduction.

6. **Increased Flow of Money**—In general, in communities or states with 6.3 percent or less of the cropland enrolled in the program, there was an increase in the flow of money. In communities with much higher percentages enrolled, the flow of money into the community probably declined. The restriction imposed by Congress that no county or community could enroll more than 25 percent of the cropland reduced the impact on some communities.

7. **Impact on Farm Suppliers**—The impact of the program on suppliers of production items used by farmers appeared as follows:

•Wheel tractor sales for domestic farming purposes in the United States increased each year since 1956 except in 1959, when a small decline occurred. This indicated the program had a little effect.

•Gasoline expenditures as a result of the program in 1960 declined a maximum of 3.3 percent of the total possible sales to all farmers for use on cropland in Ohio.

•Fertilizer tonnage sold in Ohio increased in 1959, the first year of the expanded Conservation Reserve program. The total weight of nutrients in the fertilizer increased in 1957 and 1958, although a slight decline occurred in 1959. Potential sales were reduced slightly.

8. **Increased Consumer Demand**—The Conservation Reserve increased the demand for consumer goods. Most of the increase in disposable income of participants was spent for consumer goods.

9. **Local Taxes Not Affected**—Tax collections by local Ohio governments were not affected much by the program, since their revenue comes from property taxes. Sales tax, as a major source of state government revenue, improved because of increased family income. Gasoline tax revenues to state government increased because of more auto use. Ohio farmers receive tax rebates for gasoline used on farm land. Federal income, excise, and luxury taxes probably all increased because of increased income. End.

CIPC—the "chemical hoe"—gives crops a weed-free start and saves cultivation time and cost

Hoeing costs money. By applying the right herbicide *before* the crop comes up, growers are saving the cultivation step and increasing yield, too. In rice, cotton, sugar beets and many other crops, the *right* herbicide for this kind of "chemical hoeing" is COLUMBIA-SOUTHERN Chloro-IPC.

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COTTON—Hoe labor reduced 74% in Louisiana.

SOYBEANS—Yield up 18%, harvesting easier in Ohio.

RICE—Increase from 56 to 90 bushels per acre in Arkansas.

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WASHINGTON NEWS

by Jay Richter

The USDA is throwing all its might behind a campaign to get a heavy signup in the administration's new feed grain plan. Farmers are being told they can make more money this year by cooperating in the plan.

Rural Development Gets Push

Agriculture Secretary Freeman has set up a formal new USDA organization to furnish top leadership in rural development activity.

The new coordinating agency is a Rural Areas Development Board with members from 11 USDA agencies. John A. Baker, former National Farmers Union official who is now Director of Credit Services in USDA, is chairman of the board.

To serve the board in day-to-day operations, Freeman has set up a new Rural Areas Development Staff headed by John M. Lovorn, a career veteran from the Farmers Home Administration.

Rural Electric cooperatives, meanwhile, are being told by their leaders to prepare for a more active local leadership role in developing rural improvement projects.

Pressing Feed-Grain Signup

USDA was throwing all its field strength at presstime into a campaign to get a heavy signup in the "emergency" 1961 feed grain acreage reduction program.

The administration is trying to convince grain producers of two things: That most of them can make more money by reducing corn and grain sorghum acreage in return for acreage cutback payments plus eligibility for this year's higher feed grain price supports; and that a start on reducing the grain surplus will help safeguard the long-run future of all Federal farm programs.

Under the program, as it's now being explained to farmers through County Agents and ASC Committees, growers must reduce corn and grain sorghum acreage 20 per cent below the 1959-60 average to qualify for supports on *any* 1961-crop feed grains.

Payments to farmers for making these cuts, and voluntary additional cuts of up to another 20 per cent, will be in the form of certificates representing government surplus grain. The grain covering these certificates will be available to the market at open-market prices — a threat to non-cooperators in the program.

But note this: USDA doesn't intend to use its certificate grain as a punitive tool during the Spring and Summer when farmers are still marketing 1960-crop feed grain. We're told the official attitude for this period is to let farmers get on the open market as much as they would have received in the absence of the new program.

"Somehow, it don't sound just right."

Omnibus Farm Bill Ready

Administration officials were just about ready at presstime to send the Congress an omnibus bill to carry out President Kennedy's now long-range farm program.

Despite some skepticism among observers, USDA officials continued to have strong hopes that the Congress would agree to at least some of the major elements of the new program.

Key factor in the new plan is the President's proposal to allow elected farmer commodity committees, working with USDA, to draft new crop-by-crop marketing control and support programs. Proposed new programs would have to clear two hurdles: They'd have to be approved by two-thirds of producers voting in a referendum; and they'd have to be submitted to the Congress which could kill any program by a veto vote in either House.

Long debate on the overall plan could quash attempts to get a new wheat program into effect for the 1962 crop, so you can expect heavy administration pressure for early action. If the overall bill bogs down in argument, attempts will likely be made to get — as a last resort — action at least on wheat and feed grain production cutbacks for 1962. For

(*Continued on page* 28)

Do the crops in your area need Trace Elements?

SMITH-DOUGLASS ASKS YOU...

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Check yourself on the following question. Don't be surprised if you miss. Fertilizers are a rapidly changing part of this business of farming.

Do the crops in your area need Trace Elements?

Unfortunately, when trace element deficiencies can be seen, you have already been penalized by reduced yields.

Soil testing? It's wonderful. But not all areas have adequate tests and recommendations for trace elements. Use them where available, of course.

In the meantime, Smith-Douglass is adding trace elements to S-D premium grades of fertilizer. They are added in the form of TREL, an exclusive formula of all the trace elements known necessary for plant growth.

TREL is not intended to be a cure-all for known deficiencies. Treat such deficiencies in accordance with local extension recommendations. TREL is a maintenance program for trace elements. It is a way of replacing what you take off in yields, without the expense of separate applications and the worry of too much or not enough.

Why take the chance on a trace element deficiency?

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Smith-Douglass Co., Inc., manufactures and distributes fertilizers and chemicals for agricultural and industrial use, including sulphuric acid, anhydrous ammonia, phosphoric acid, nitrogenous tankage, phosphate rock, superphosphate, farm fertilizers, lawn and garden fertilizers, feed phosphorus supplements . . . dicalcium phosphate and defluorinated phosphate . . . potassium silicofluoride and potassium fluoborate.

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BETTER FARMING METHODS, May 1961

MORE INCOME PER ACRE, 16 mm., sound, color, 29 minutes. Available from Reynolds Metals Company, Industrial Advertising Department, Reynolds Metals Building, Richmond 18, Virginia.

This movie, by Reynolds Metals Company, carries you to several farms across the country with successful irrigation programs. One farm visited is that of J. H. White, Pendergrass, Georgia, where sprinkler irrigation dramatically turned his farm from a losing investment to a high-paying one. It paid off so well that he bought additional land and more equipment.

Another farmer, John Rand of Bedford, Kentucky, says, "Sprinkler irrigated tobacco paid me $485 more per acre." He tells viewers of the movie that irrigation saves a world of time and labor.

These are just a few of the many farmers you'll meet in this full-color, sound movie narrated by John Schrunk, Irrigation Consultant.

GEHL BROS. MANUFACTURING COMPANY
West Bend, Wisconsin

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BETTER FARMING METHODS, May 1961

CHOPPING AND HANDLING OF FORAGE CROPS, 16 mm., sound, color, 30 minutes. Available from Gehl Bros. Manufacturing Company, West Bend, Wisconsin.

This film gives you, in complete detail, a modern way of forage handling. Also, equipment is shown in great detail. You'll get quite a few pointers on forage handling from on-the-farm shots showing machinery in actual operation. This 30-minute color production is suitable for showing both adult farmer and youth groups.

U. S. INDUSTRIAL CHEMICALS COMPANY
9 Park Avenue
New York 16, New York

Please send me your movie "New Look in Livestock Nutrition" for showing on the date indicated below:

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NAME: .....
ADDRESS: .....
CITY & STATE: .....

BETTER FARMING METHODS, May 1961

NEW LOOK IN LIVESTOCK NUTRITION, 16 mm., sound, color, 20 minutes. Available from U. S. Industrial Chemicals Co., 99 Park Avenue, New York 16, New York.

In this film, viewers are given a cross-country round-up of the liquid feeding program for ruminant animals. Beef feedlot operators, sheep producers, dairymen and other farmers are interviewed to give a broad picture of liquid feeding in all areas. College tests with MOREA liquid feed also reported. The film also explains how ethyl alcohol in MOREA supplement acts as a hydrogen donor to speed up rumen fermentation. It tells how the liquid feed enables ruminent animals to make more efficient use of grains and roughages to produce higher quality meat and more milk through fast, low-cost gains.

HOBART BROS. COMPANY
Troy, Ohio

Please send me your movie "Arc Welding Electrode Selection" for showing on the date indicated below:

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BETTER FARMING METHODS, May 1961

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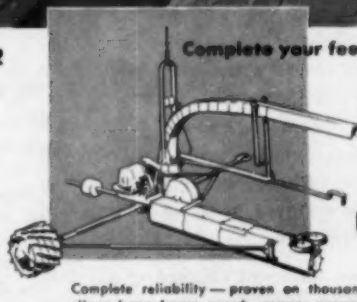

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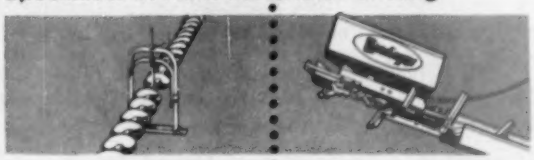

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Can We Keep Our Farm Boys In Agriculture?

By Richard E. Geyer

Farm boys lag behind their big city cousins in ambition, (see "What Will He Grow Up To Be?" April BFM). Why? A survey of ag college deans reveals that farm boys simply aren't being encouraged to seek the best jobs. Even worse, many of our brightest farm boys are being told to get out of agriculture! This article suggests a way to reverse this trend.

● Recently a census study confirmed what many of agriculture's leaders have long suspected — farm boys lag behind city boys in college attendance plans.

But this is only part of the problem. More students with farm backgrounds drop out of ag colleges than do students from non-farm environments, according to a 20-year study at Iowa State University.

Why these problems? Here's one possible explanation: Farm young folks are not being guided well enough. This conclusion is based on a survey of ag college deans across the country, most of whom said "no" to the following questions:

• Do farm boys receive sufficient counseling aid during high school to prepare them for attendance at ag colleges?

• Do the ag colleges do an adequate job of counseling undergraduates from the standpoint of vocational decision, academic help and social adjustment?

A few deans believed that the quality of guidance is now adequate but still could be improved. And most thought that improvement is being made.

Counseling deficiencies were blamed for the tendency for brightest students to reject agriculture.

"High school counselors, often ignorant of the opportunities in agriculture, may counsel the better student away from agriculture, feeling they are doing the boy a favor," explained Karl E. Gardner, Associate Dean at the University of Illinois College of Agriculture.

Many of the deans believe that high school counselors, if properly informed about agriculture, can do much to steer qualified rural students toward careers in agriculture. But unfortunately many of the smaller high schools do not have full-time counseling personnel, as pointed out by Keith McFarland, Director of Resident Instruction and Assistant Dean at the University of Minnesota's Institute of Agriculture.

Throughout the deans comments one point persisted: **Counseling farm youth is a job not only for the high school and ag colleges, but for all agri-leaders — county agents, bank farm representatives, farm managers, farmers, and others.**

In fact, Dean Roy Kottman of Ohio State University's College of Agriculture, calls for a "team concept" among professional agricultural workers. He suggests that *all* agri-leaders have a responsibility for advising farm students at any time. Dean Kottman calls for:

• Agri-workers to encourage an interest in college among local farm youth. Professional workers and farmers often go to the ag colleges for conferences — bankers meetings, county agent conferences, elevator management seminars, cattle feeder days — why not take a student along when it is convenient, Dean Kottman wonders? Let him find out what ag colleges do.

Most important: When the student goes off to college, the counseling job for leaders in his home community is not finished. Students often need help when they come home for vacations.

• Ag college counselors should reciprocate by encouraging their students to talk to people at home about career objectives, course work and similar decisions. This gives the student benefit of another mature judgment, and probably a fresh point of view.

Take Story to the Boys

Colleges can further the "team concept" by taking agriculture's story to the farm boys who have not yet entered college.

Many colleges are doing this now. The University of Illinois for example, in the fall of 1960 inaugurated such a program. The State Division of Vocational Education conducted twenty-five sectional meetings attended by over 1,000 students. High school principals, coun-

(*Continued on page* 26-B)

ECHOES

letters from our readers

THOUGHT-PROVOKING ARTICLES

. . . Just recently, through the efforts of someone unknown to me, I began receiving your "Beter Farming Methods". Although I only farm a small acreage in conjunction with my poultry enterprise, I am most happy to receive your publication. I look forward to it because it contains thought-provoking articles, many of them along the lines I advocate . . . — *Charles J. Koenig, Route 1, Fruita, Colorado.*

DISAGREE WITH EDITORIAL

After reading the February issue of Better Farming Methods, I am convinced that farmers need to work harder on public relations projects . . .

I am not condemning subsidies to business or anyone else, but am wondering why the press "plays up" agriculture as the chief villian when there are many more hidden subsidies in every other business and service . . .

You say there are too many farmers — well, there also are too many workers in our cities and they do not want farmers coming in to take their jobs . . .

You insinuate that farmers should work out their own problems. That would be good advice if they could buy their services and equipment in an unprotected market—the kind of market the farmer must sell his products in. We are living in a highly legislated economy. To keep it growing, all must be treated alike. I would like to add that thousands of farm people have been trying to help themselves through their cooperatives, farm organizations and their agricultural extension agents. But the farm problem cannot be solved by efficiency alone — we are the victims of our own efficiency. We are using our farm investment to produce food for which there is no market. The weak bargaining position of four million independent farm units prevent farmers from getting fair prices. Even if we could balance supply with demand, prices would not go up until there was a serious shortage. Can this nation risk even a 24-hour food shortage? . . . — *Mrs. Floyd E. Waldo, Route 3, Winona, Minnesota.*

ANOTHER BFM READER

I have recently accepted a job with the Extension Service, Auburn University, as a Farm Management Specialist. I have read the last two issues of your magazine and enjoyed them very much; while in graduate school did not have time to keep up with my outside reading . . .

I would appreciate it very much if you would put me on your complimentary mailing list. — *Sidney C. Bell, Specialist in Farm Management, Auburn University, Auburn, Alabama.*

AND STILL ANOTHER

The March issue of "Better Farming Methods" was received today. Since leaving the teaching profession (January 1, 1959), I have not been receiving your magazine. It is good to be back on your mailing list.

My present position includes being farm representative, and in charge of public relations at the Fairfield National Bank . . . — *Paul B. Mechling, Assistant Cashier, The Fairfield National Bank, Lancaster, Ohio.*

RICHTER CONTRIBUTED LITTLE

Mr. Jay Richter's "Washington News" in the March issue contributed little to farm unity. When an individual who has previously been closely allied to one organization becomes head of a national executive department his former associates will expect him to favor their propositions. Since the Grange and Farmers Union express ideas held by many non-farm individuals, "city" farmers, hired men, tenant farmers, etc., as well as some full-time farmers, their principles are conflicting with many full-time operators who have their own earnings and savings invested in their one and only farm business from which they must make their living, their farm expenses and enough profit to plough back into their operations.

If Freeman intends to act as though he can disregard the Farm Bureau we are all in for a bad time. — *Marion Goodrich, Burt, New York.*

LIKES HELPFUL BOOKS

I enjoy your magazine very much. It has lots of reports useful to farmers. I especially enjoy the Helpful Booklet section. The booklets I receive are very valuable to me.

Please do not discontinue this section as I am sure many farmers enjoy this section very much. — *David Denning, Route 1, Benson, North Carolina.*

JUST AIN'T TRUE

Without entering into the argument over the wisdom of taking the NFO approach explained by Oren Staley in your February 1961 issue — may I point out at least this much about how completely wrong Staley is about present marketing:

He referred to grain and livestock prices as being "set by processors and chain stores." Only trouble with that prejudicial statement is that it *just ain't true*, as most folks in this country know. — *Ron Kennedy, F. H. Peavey & Company, 760 Grain Exchange, Minneapolis 15, Minnesota.*

FINEST FARM PUBLICATION

I have just received my fourth issue of your magazine and want you to know that I think it is the finest farm publication available.

I have read every issue from cover to cover and look forward to the next. Every progressive-minded farmer certainly should read each issue of "Better Farming Methods." — *John A. Lambert, Rural Route 1, Toulon, Illinois.*

CORPORATION FARMERS

I read with interest your editorial in the March 1961 issue relative to the possibility of incorporating farms. I have thought of this as a possible solution for providing the needed capital and management as farms get larger, yet allow the operator and farm laborers to retain or acquire part ownership of the farm. In addition, it should allow for more orderly transfers of farms on the death of an owner . . . — *Bernard J. Kaufmann, Area Supervisor, Farmers Home Administration, Federal Building, Quincy, Illinois.*

(*Continued on page* 24)

YOUR IDEAS

This page is reserved each month so each reader of Better Farming Methods may "sound off" on any farm subject he desires. You may have some comment on the things you read in this issue. If so, send your ideas to us. We'll share them with other "thought leaders" of agriculture who are regular readers of Better Farming Methods.

Do We Need a New

The present parity formula for agriculture compares the purchasing power of farm products today with an earlier base period. However, what farmers seem to want is an indicator to determine how their incomes compare with non-farm incomes. The present formula does not do this. This article outlines a new parity formula which would give a more accurate measure of farmers' relative economic status. It's more flexible and contains many new features.

● WHEN FARMERS TALK of parity today, they are really interested in how returns from their labor and management compare with returns in other occupations.

But what about parity prices as they are figured now? Do they measure how a farmer's income compares with a non-farm occupation? This question can be measured by a look at the present parity formula.

• It provides the parity ratio — the ratio between the prices received and the prices paid by farmers. When the parity ratio is 81, for example, that ratio indicates that the prices farmers receive are 19 percent too low.

• The parity formula also provides parity prices for individual farm products — prices that would give farm products the same purchasing power per unit which they had in an earlier base period.

Thus, the parity ratio compares purchasing power of farm products per unit of product with their purchasing power in an earlier base period. But the present parity formula does not measure the relative economic status of farmers.

This is partly why parity ratio and parity prices for different crops do not seem to be appropriate measures; why they do not measure how a farmer's income compares with other occupations. Other reasons are:

• The original index base period, 1909-14, is out-of-date. A more recent base period would be more appropriate.

• The index of prices paid by farmers shows the prices of goods and services for the average farmer. But most actual farmers differ from the average farmer.

• The parity price ratio reflects changes in the prices received relative to prices paid by farmers, but it does not reflect changes in the quantities produced or purchased.

A New Formula

Now, if the parity concept evolved over the past three decades is not an exact measure of farmers' economic status today, what alternative formula could be used?

An alternative formula might replace the ratio of prices received to prices paid with **the ratio of returns to labor and management on farms to returns to labor and management in other occupations.**

A "parity returns" formula of this sort would provide a more accurate measure of the relative economic status of farmers than the present parity price formula, which shows only the relative price status of farm products. Here's how the new parity returns formula would be figured:

• Parity returns to the services of capital and land are computed by multiplying the current value of the capital and land by the current Federal Land Bank interest rate.

Parity Formula for Agriculture?

by Walter Patterson, Jr., Assistant Editor

(*There would be dangers associated with the use of the parity returns to land, however, if a parity returns system was used as a basis for price supports. If supports were maintained at a high level for an extended period, the price of land might be bid up, which in turn would lead to a higher support level, and so on.*)

• Parity returns to labor are computed by multiplying the current earnings of manufacturing workers by the ratio of farm labor returns to these earnings during a recent base period.

(*Although the use of a base period reduces the problems to manageable proportions, it means that the level of the resulting series, as with the persent parity price formula, is a function of the base period.*)

• Parity labor returns, parity returns to land and capital and current operating expenses are summed to obtain "parity gross income" — the income which covers operating expenses, yields a rate of return to working capital and land equal to current interest rates and yields a return to the farm labor resource which gives the same ratio to non-farm labor returns as existed during the base period.

• Actual gross income — price multiplied by quantity produced — is divided by parity gross income and the quotient multiplied by 100 to give the parity returns indicator.

(*Thus, when the parity returns indicator equals* 100 *when actual gross income equals parity gross income — the resources engaged in agricultural production are receiving "parity returns".*)

Parity Figured By Areas

The parity returns price of a product — the price which will yield a parity return to the resources used in the production of this product — can also be figured. If only one product were produced in an area, the parity price of this product would be obtained by dividing parity gross income by the quantity produced. If several products are produced in an area, it is necessary to construct a set of parity returns prices such that the sum of quantities multiplied by their respective parity returns prices equals parity gross income.

Parity returns is a special kind of cost-of-production price because changes in the parity returns price reflects changes in the cost of producing farm commodities. The level of the price is not based on an estimated cost of production. For that reason, the price is not a cost-of-production price in the sense of covering "the" cost of production. But the parity returns price changes from year to year with changes in the cost of production that are included in the formula. It may be considered as a "change-in-the-cost-of-production price."

How does the parity returns indicator differ from the parity price ratio. Several differences are noted.

• When parity returns indicators are computed for a relatively small area, the indicators are influenced only by the prices of the inputs used in those areas. These prices may change at rates differing from the average price of the input prices for the whole United States used in constructing the present United States parity index.

• In contrast to the United States parity index, which uses constant weights, the area indicators use current weights — the quantities of inputs actually used and the outputs realized each year. Thus the indicator is influenced by fluctuations in yields resulting from weather and other natural phenomena.

• A sizeable portion of the present parity index is devoted to the prices of items used in family maintenance. These items are not included in the computation of the parity returns indicators. Rather, human effort is valued as a resource input, the value depending upon returns to labor in the non-farm segment.

• Perhaps of greatest importance is the fact that the parity returns indicator is responsive to changes in technology or efficiency. (*Continued on page* 33)

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*The information for this feature was condensed from an interregional publication for State Agricultural Experiment Stations entitled " An Alternative Parity Formula for Agriculture", written by Wayne Fuller, Glen Purnell, Lonnie Fielder, Marvin Laursen, Ray Beneke and Geoffrey Shepherd, and published by Iowa State University as Research Bulletin 476.

CAN WE OUR

HOW A LITTLE EXERCISE COULD EAT A BIG HOLE IN OUR SURPLUS

Mr. Kunkel, you're a fellow who has interest in agriculture, but also an interest in sports, or more specifically, maybe, recreation, which covers all sports.

Yes, it seems to me that there has been an increasing need for recreational activities in rural areas, small towns, and cities as we have more leisure time. We already have a lot of facilities available for use, but they are idle part of the time.

The Chicago area, for example, has the largest park system in the world, probably one of the best. Yet, those tremendous facilities are not being used to their full capacity. Part of the reason is that it's expensive to maintain these activities. What we need is a system of volunteer workers in these fields so the senior citizens who have had experience in any of these fields could serve as leaders for the young people.

I'm guessing you are thinking in terms strictly of leadership.

Yes, and it would be worthwhile and interesting activity for these people. Some of these elderly people who are retired are going into such things as leading junior achievement clubs, and the Boy Scouts. There are a number of these activities, but there aren't enough.

What are some examples, Mr. Kunkel?

Let's take a typical small town as an example. Suppose we were going to organize a sports patrol I'll call it—you can call it anything you like— a recreational program for this small town. You'd bring together all of the facilities in the community—the YMCA, the Girl Scouts, the Boy Scouts, the American Legion Junior Baseball—this small town probably would have a scad of activities. You'd probably have a swimming pool, maybe a park commissioner, a recreation program in the school system, you'd probably have some Church leagues and Church gymnasiums, you'd have the school gymnasiums that are idle part of the time. You might have bowling alleys in the town.

My point is, you'd have a wealth of facilities to draw on that are not used for lack of adults to supervise the children.

So let's suppose you were going to organize a sports patrol for this small town. You would begin by taking an inventory of all the facilities in the community. Then you take an inventory of the needs of the community.

Well, it sounds to me like a tremendous project. How in the world did you get to thinking on this kind of scale, Mr. Kunkel?

Well, my thoughts on it began back about five or six years ago when President Eisenhower had those luncheons with outstanding athletes.

Archie Moore, the light heavyweight champion, came up with an idea at one of those luncheons of having an evening on television where he would fight the light heavyweight challenger and Rocky Marciano would fight the heavyweight, and so on, with the money going to pay for a national recreation program. Nothing ever came of the idea because shortly thereafter the President had

EAT SURPLUS PROBLEM?

An American today eats just about 100 pounds less food per year than he did 50 years ago. A good part of this reduced consumption is due to our less active way of life. Farmers should take great interest in programs to promote more physical activity in our daily lives. Why? Because 60 to 90 minutes of moderate exercise each day would increase the per capita caloric requirement by about 8 percent. This could mean an increase in the consumption of meat, poultry and fish of about 2.9 billion pounds a year . . . 4.4 billion pound increase in milk consumption . . . we could sell a half billion dozen more eggs, and 11.2 billion pounds more vegetables and fruits.

This interview with Robert Kunkel, who is interested both in sports and in agriculture, suggests a way farmers can tap this potential market for their products. Mr. Kunkel is presently with Leo Burnett & Co., one of the biggest advertising agencies.

a heart attack and he had his eye on other problems and it just hasn't been followed through.

You know, Mr. Kunkel, there are many farmers who play golf and enjoy it very much.

Yes, that's right. But, here again, we aren't using our golf courses as much as we could. There are a lot of children in communities that could use the course in off-hours, and many of the clubs would be willing if they were properly supervised.

This is probably true of a lot of other facilities, such as the high school football field.

Yes, it's empty most of the time. You could run track meets there for grade school kids. You remember the old county play day. What has become of the county play day? Well, with all of these kind of activities, this program could take form in the local community in any form that's needed, according to what the people really want—there is no end to the possibilities.

Again, one of the things that I think is important here is that this isn't specifically designed for town people or farm people, but for everybody. How would you organize a thing like this? Where would you start?

How would I suggest doing it? Well, I have a four-step program.

1. Set up a National Director of Recreation in the Department of Health, Education and Welfare. His function would be to organize recreational programs on a national basis and in each state; to establish award systems for recognition of participation for championships and for volunteer adult supervisory work done; and to provide leadership to a physical fitness movement.

2. Establish a State Department of Recreation in each state with a state director paid by the state cooperating with the Federal office.

3. Establish a county recreational director in each county paid cooperatively by federal and state governments (like the county agricultural agent).

4. Each county director will set up a program involving:

- An inventory of all present recreational facilities (gyms, playgrounds, pools, Y's, bowling alleys, church leagues, Little Leagues, schools, miniature golf, Police Athletic Leagues, Boy Scouts, Campfire Girls, etc.).
- A roll of all residents and a survey of the recreational needs and wants for each.
- A register of all youth leaders, volunteers, and retired people who can be enlisted for supervision and leadership.
- A system of competitive events for determining champions and award winners.
- A roll of possible sponsors (business firms, clubs, lodges, women's groups, churches, etc.) to undertake sponsorship of new activities.

As a result of such a system becoming organized, we would have complete sports and recreational programs in all communities, a system of national, state, and local awards, and participation by more people using existing facilities more fully. End.

WHAT'S HAPPENING in the RETAIL FOOD BUSINESS?

by D. B. DeLoach, Professor of Agricultural Economics, University of California

Remember the "good old days" when you could take a few dozen eggs to the grocery store and "trade" them for food? Since the heyday of the country store before WW II we have seen a revolution in food retailing. This article tells about these changes and what they mean to farmers, processors, and wholesale suppliers.

● SINCE WORLD WAR II we have had major restructuring of our food processing and distribution system. And some of the more drastic and important changes have taken place in the retail grocery business.

Here are some of these changes:

- The shift to mass merchandising methods.
- The growth in the concentration of sales in fewer and larger grocery stores and firms.
- The results of the concentration of buying power in the hands of fewer firms.
- The effects of changes in merchandise procurement practices on farmers, processors, and other wholesale suppliers.

Let's look at each of these changes in a little more detail.

Shift to Mass Merchandising

The merchandising practices of large retail grocery firms have an unusual consumer drawing power; power which seems to be based on the bundle of products and services they offer consumers at various prices. These retail firms buy the products they think will sell best; they also create demands for certain types of products and services by making them more readily available than alternative products and services. It would appear, therefore, that suppliers of merchandise to retail stores, particularly farmers, should make the best use of a system of merchandising that seems to be favored by consumers. **In simple terms, this means producing and selling the wholesalers and retailers the kinds and qualities of products that are in greatest demand.**

A firm that decides to mass-merchandise food and nonfood products takes on a very sizable problem of assuring itself an adequate supply of each of the 1,500 to 6,000 or more products that are customarily sold by retail grocery stores.

The manner in which large retail firms and chains and some group buying organizations solve their supply problems is of considerable importance to their suppliers. Large chains and group buying organizations are generally seeking supplies of uniformly graded products, either branded or government graded, as a means of supplying their customers with a regular supply of the same quality of products in each of their retail outlets.

Long-established supply sources are usually adequate for most merchandise, or they can be made so within a short time if there is a price inducement to suppliers to effect the desired change. Any difficulties large buyers have had in obtaining adequate supplies appear to have arisen largely from differences with sellers over prices and other terms of sale. When such differences could not be adjusted, large chain-store buyers shifted

their business to other suppliers or established their own buying stations or processing plants.

Vertical integration into processing by large retail grocery firms has been most noticeable for milk and other dairy products, bakery products, and coffee. There are also many examples of retail firms establishing their own buying stations for assembling and grading fresh fruit, vegetables, and eggs. Some retail firms have integrated into slaughtering and packing operations, but this type of activity has been most erratic. It is notable that much of the integration by retailers back to the assembly and processing levels has occurred in products where there is legal minimum pricing, e.g., milk, or in products with relatively high costs of assembly, processing, and/or wholesale delivery.

Since the growth in the sales volume of retail grocery stores and firms has been the primary cause of changes in the merchandise supply requirements of the stores and firms, a brief discussion of the trend toward sales concentration follows.

Concentration of Sales

There were about 285,000 retail grocery stores in the United States in 1958. This was roughly 102,000 fewer than in 1939, and 66,000 fewer than in 1948. By 1958, stores with annual sales of more than $375,000 accounted for 31 percent of the number of stores and 92 percent of all grocery store sales. The rate of change from small to large stores is also reflected in the trebling of the average sales per store between 1929 and 1954, allowing for adjustments in the retail price level.

It is also estimated that, in 1958, grocery stores with annual sales of more than $375,000 served an average of roughly 4,000 consumers per store, stores with annual sales from $75,000 to $375,000 averaged about 675 consumers per store, and those with annual sales of less than $75,000 served an average of only 70 consumers.

Even though 68 percent of the sales were concentrated in 10 percent of all grocery stores in 1958, a further concentration is anticipated by food industry leaders. With a decreasing percentage of grocery sales being made by small stores, the survival of such stores will probably depend on their ability to cover their costs and compete with more efficient stores on a declining share of the total grocery store sales.

Concentration of Buying Power

The immediate effect of concentrating sales in fewer stores and firms has meant a concentration of buying power, except among small, single-store firms not affiliated with a buying group.

Volume buying is generally regarded as the best means of lowering the delivered cost of merchandise.

(*Continued on page* 22)

A PROGRAM FULLY COORDINATED WITH THE OBJECTIVES OF AGRICULTURAL LEADERS

The Cyanamid Coordinated Feed-Health Programs for poultry and livestock producers dovetail with the better methods and improved management which agricultural leaders teach

To have more poultry and livestock producers who are operating efficiently with a specific program for improved financial returns and dependable protection against sudden, unexpected losses is certainly a major objective of everyone concerned with developing and teaching better farming methods.

Cyanamid has developed such a program and is now actively educating poultry and livestock producers, as well as feed manufacturers and dealers, in its use.

The Cyanamid Coordinated Feed-Health Program is a systematic and organized attack on the disease problems that plague producers.

Each program is a carefully coordinated and scheduled step-by-step plan showing the producer how, by the use of proper feeds at each stage of production, together with the use of the necessary preventive vaccines and medications, he can control most of the diseases that are major economic problems.

Every agricultural leader will want the facts on the Cyanamid Coordinated Feed-Health Program.

Coordination is the key

A coordinated source of information—providing authoritative information in organized, easy-to-follow form.

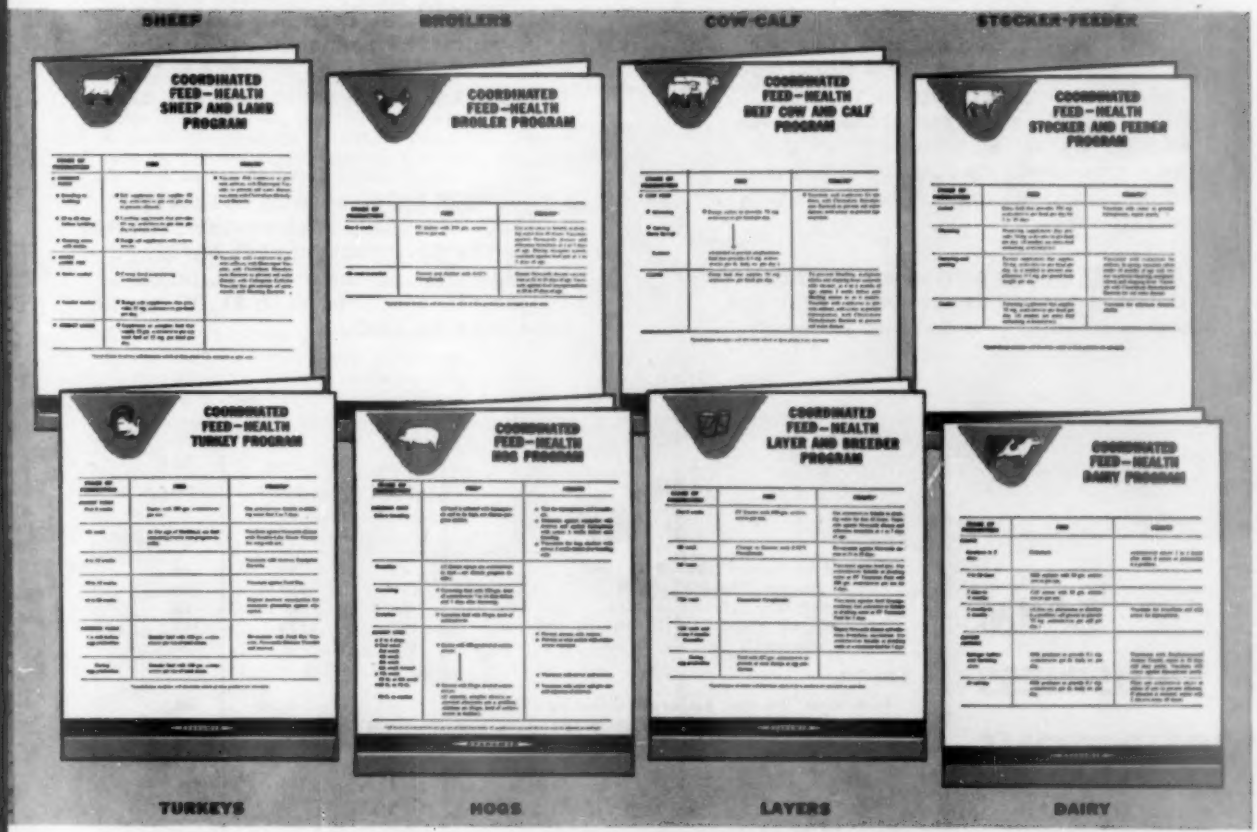
A coordinated source of supply — because producers will be able to obtain all their feed and medication needs from a single source.

A coordinated source of professional service—because the veterinarian, feed dealer and producer are actually coordinated into an effective, cooperative team.

A coordinated schedule of use — makes it easy for the producer to establish and follow his own, well organized timetable program of feeding and disease prevention.

A coordinated source of management information — available from agricultural leaders, which complements the Coordinated Feed-Health Program, to improve his management practices.

We think that every agricultural leader has an important place on the coordinated team. We invite you to request full information and the complete assortment of Coordinated Feed-Health Program materials. Write to American Cyanamid Company, Agricultural Division, New York 20, New York.



CYANAMID

COORDINATED FEED-HEALTH PROGRAM

CYANAMID SERVES THE MAN WHO MAKES A BUSINESS OF AGRICULTURE

FARM TRENDS

A quick summary of developments in agriculture

CATTLEMEN WERE CHEERED by revised estimates of cattle numbers based on the late census. Instead of the estimated 105 million head, the latest count is now officially 97.1 million. It means another two or three good years for cattlemen.

FAVORABLE EGG PRICES are stimulating a production increase that could spell trouble for flock owners in 1961. The hatch of egg-type chicks was up 43 percent on December 1 over that date a year earlier. This increase is enough to cause a substantial fall in egg prices.

THE FARM WORK FORCE continues to shrink as farms become fewer and larger and machines take over more of the work. A new low was reached in January of this year when the total farm work force reached 4.9 million — down 3 percent from the same period a year earlier.

AIR SHIPMENTS OF MEAT will begin arriving in the U. S. from New Zealand this year. The reduced travel time will allow meat to go chilled rather than frozen as is necessary for sea shipment.

U. S. FARM WAGE RATES were up slightly in 1960 – average, 90.9 cents, slightly above the 89.6 cents a year earlier. Average rate per hour was $1.08 on January 1, compared with $1.05 on the same date in 1960.

FARM BUSINESS CONDITIONS

Farm income up
Employment down
Parity ratio up
Marketings down
Farm Deposits down

ITEMS	Feb. 1961	Jan. 1961	Feb. 1960
PRICES:			
Received by farmers (1947-49 = 100)	90	89	86
Paid by farmers (1947-49 = 100)	121	120	120
Parity price ratio (1910-14 = 100)	81	80	78
Wholesale, all commodities (1947-49 = 100)	120	120	119
Paid by consumers (1947-49 = 100)	128	127	126
LABOR:			
Farm labor, U.S. (dol. per week without board)	—	46.75	46.25[a]
Factory labor, U.S. (dol. earned per week)	90.02	90.02	91.14
PRODUCTION:			
Industrial, physical volume (1947-49 = 100)	155	155	166
Farm marketings, physical volume (1947-49 = 100)	104	143	101
INCOME PAYMENTS:			
Total personal income, U.S. (annual rate, bil. of dol.)	406	407	396
Cash farm income, U.S. [1](annual rate, bil. of dol.)	—	37	33
EMPLOYMENT:			
Farm (millions)	4.8	4.7	4.6
Nonagricultural (millions)	59.9	59.8	59.9
FINANCIAL (District member banks):			
Demand deposits:			
Agricultural banks (1955 monthly avg. = 100)	102.5	103.5	100.9
Nonagricultural banks (1955 monthly avg. = 100)	102.8	102.4	101.6
Time deposits:			
Agricultural banks (1955 monthly avg. = 100)	139.8	137.9	129.6
Nonagricultural banks (1955 monthly avg. = 100)	141.2	136.3	126.2

[a]January
[1]Based on estimated monthly income.

Compiled by the Research Department, Federal Reserve Bank of Chicago

COMING EVENTS

May 8-9 — American Cotton Congress, Pioneer Hotel, Lubbock, Texas. Contact Tony Price, Texas Cotton Ginners' Association, Box 7665, Dallas, Texas.

May 8-10 — 53rd Annual Convention of the American Feed Manufacturers Association and the 7th National Feed Show, Conrad Hilton Hotel, Chicago, Ill. Contact Richard L. Kathe, Director of Public Relations, American Feed Manufacturers Association, Inc., 53 West Jackson Boulevard, Chicago 4, Illinois.

June 21-24 — Livestock Marketing Congress, Sheraton-Dallas Hotel, Dallas, Texas. Contact Livestock Marketing Congress, 802 VFW Building, Broadway at 34th, Kansas City, Missouri.

July 30-August 2 — Sixteenth Annual Meeting of the Soil Conservation Society of America, Purdue University, Lafayette, Indiana. Contact Walter E. Jeske, Soil Conservation Society of America, 838 Fifth Avenue, Des Moines, Iowa.

August 20-23 — American Institute of Cooperation, University of Minnesota, Minneapolis Campus. Contact E. Fred Koller, Professor of Agricultural Economics, University of Minnesota, St. Paul, Minnesota.

September 10-13 — 68th Annual Farm Equipment Institute Convention, Palmer House, Chicago, Illinois. Contact Douglas Hewitt, Executive Secretary, Farm Equipment Institute, 608 South Dearborn Street, Chicago 5, Illinois.

October 29-November 1 — 28th Annual Meeting of the National Agricultural Chemicals Association, The Homestead, Hot Springs, Virginia. Contact L. S. Hitchner, Executive Secretary, National Agricultural Chemicals Association, Associations Building, Suite 603-604, 1145 Nineteenth Street, N. W., Washington 6, D. C.

November 12-16 — Annual Convention of the American Association of Land-Grant Colleges and State Universities, Muehlebach Hotel, Kansas City, Missouri. Contact Russell I. Thackery, Executive Secretary, American Association of Land-Grant Colleges and State Universities, 1785 Massachusetts Avenue, N. W., Washington 6, D. C.

November 13-14 — Agricultural Credit Conference, American Bankers Association, Statler-Hilton Hotel, Dallas, Texas.

November 17-23 — National Farm-City Week.

December 2-8 — National Vocational Agricultural Teachers Association Convention, Kansas City, Missouri. Contact James Wall, Executive Secretary, NVATA, Waverly, Nebraska.

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THE PLAN—Storage, drying and handling equipment operating as a system! BS&B's planning guide for Harvest Control Systems aroused a lot of interest among farmers concerned with getting more profit from their harvests. Here's how one farmer turned his plan into a reality.

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What's Happening in the Retail FOOD BUSINESS?

In view of the real or apparent advantages of large volume buying and selling, a further shift seems probable from small to large stores and firms, and an increase in the number of small- and medium-size chains. Likewise, group buying by retail grocery firms is likely to increase. If so, this will raise the average size of retail firms to which farmers, processors, and other wholesale suppliers must sell.

Effects on Farmers, Processors, and Other Wholesale Suppliers

The fact that chains (two or more stores under one ownership) have control of the shelf and display space used to serve the major part of grocery customers means that wholesale suppliers, processors, and farmers must have access to that shelf space in order to survive.

As the sales strength of large retail firms has grown, their willingness or unwillingness to stock and sell the products of a given processor or wholesale supplier becomes more important. Even the nationally known, economically strong, brand product food manufacturers and distributors have been forced to adjust their selling methods and operating practices to this new force in the market. Some have sought to retail their wholesale volume by elaborate and expensive sales promotions directed to consumers.

The majority, however, have gradually shifted to a policy of promoting their own branded products, and accepting and often seeking the business of large retail firms that specify the grades and qualities of products they will buy. Frequently, the specification merely includes packing and usual manufacturers' products under the label of the chain buyer. By specifying the quality of products and services that will be bought and sold, there is a legal basis for price differentiation by wholesale sellers among their customers. Otherwise, such differentiation is forbidden by the Robinson-Patman Act.

Service wholesale dealers have borne the brunt of much of the change in the buying practices of large retail chains. Direct buying from farmers and processors hit the wholesale dealers first and hardest. This competition forced many such dealers to liquidate. Others worked out voluntary selling contracts with groups of independent retail firms in order to assure themselves a market. Through such means they were usually able to reduce their selling costs by (1) having an assured volume with their affiliated stores, (2) taking advantage of price discounts from volume wholesale buying, and (3) passing a part of the savings on to their affiliated retail stores in the form of lower prices.

Similarly, retailer-owned warehouses have proved effective in lowering the unit cost of merchandise to small retail firms. Both groups, however, have been handicapped by too many small, inefficient firms among their membership. This is being remedied by tightening the requirements for new members and introducing service charges based on the unit costs of performing the various services of buying, handling, accounting, and delivery to the retail store.

Realistically appraised, the trend toward concentration of grocery store sales offers opportunities to both farmers and processors who are willing to supply the kinds and qualities of products that are readily saleable through mass merchandising stores. In contrast, selling to mass merchandising concerns, both chain and single-store firms, often means more emphasis on uniformity of product quality and greater attention to assembling adequate supplies of products to attract large buyers.

It is apparent that the system of large volume buying that is associated with large volume selling and sales concentration is poorly adapted to the small farm operator or processor. Because laid-in-store merchandise is such a competitive factor among retailers, they avoid the excessive costs of assembling and grading

Continued from page 17

that are often associated with buying from small operators. This seems to point to the desirability of further cooperative action by small farmers, especially in assembling and uniform grading for market. Many small- and medium-size processing firms have found cooperative selling advantageous. Both small farmers and processors may find various forms of group action beneficial or necessary unless each can build sufficient volume that nothing can be gained from group action.

In conclusion, the author believes that mass merchandising and concentration of sales have improved the efficiency of food retailing. It is also probable that the system has yielded a higher net return to farmers and lower prices to consumers than would have been possible under the less efficient system it has been replacing. Nevertheless, the ownership and control of shelf and display space in stores that serve most of our consumers gives to large retail firms, and particularly chains, an unusually strong bargaining position in dealing with all suppliers.

Even though competition among strong retail firms should be adequate to prevent excesses and abuses of their bargaining power, legal authority should be on the alert to stop any deviation from acceptable business practices. An additional restraining influence is the economic power of large-brand food manufacturers who appeal to consumers and depend on consumers to request retailers to stock their branded products.

In view of the strong competition among products and brands for shelf space, it seems like poor business judgment for farmers and other suppliers to do other than regularly reappraise their products and services in terms of consumer demands. This procedure should minimize the oversupply situations that plague all wholesale suppliers and often make it easier for retail buyers to pick and choose the grades and qualities of products they are willing to buy.

End.

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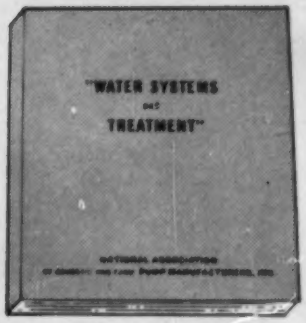

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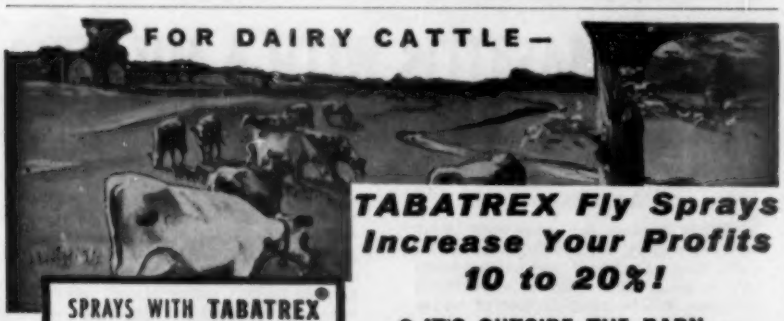

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ECHOES

Continued from page 11

. . . I am now with the American Society of Farm Managers and Rural Appraisers as their first full-time secretary-treasurer.

I've very much appreciated receiving your fine magazine and trust you can keep me on the mailing list . . . *Harold F. Borman, Secretary-Treasurer, American Society of Farm Managers and Rural Appraisers, DeKalb, Illinois.*

COULD I REPRINT?

I enjoyed reading your editorial in the January 1961 issue. I am the editor of our St. Lawrence County Farm News which is a monthly publication of the St. Lawrence County Extension Service.

Could I reprint part of your editorial (up to "the painful truth") in our county farm news, if I give it proper identification? . . . — *Keith R. Norton, Assistant County Agricultural Agent, Canton, New York.*

Certainly, go ahead. — Editors

CAN WE REACH "CITY FRIENDS"?

As an Iowa farmer, I appreciate very much receiving your magazine BFM. I particularly enjoyed Frank Waddle's "Who Is A Farmer?" in the January issue. I wish that articles like this and the one by Robert Haigler, "A Farmer Answers His Critics" could be read by our city friends . . . — *C. B. Pilcher, Lawton, Iowa.*

• • •

Two New Economics Agencies

Career USDA economists will head the two new economics agencies which Secretary Freeman is putting together from units which had been scattered through the Agriculture Department when the former administration broke up the old Bureau of Agricultural Economics.

Nathan M. Koffsky, formerly a deputy administrator in the Agricultural Marketing Service, becomes head of the new Economic Research Service. Dr. Harry Trelogen, also from AMS, will head the new Statistical Reporting Service.

How To Make Money With Hogs

• Farms are getting bigger. This is a well-known fact. But the real question is, "Just how big do you have to get to make money?"

This question is partially answered, for hog farmers at least, by a recent study of Illinois Farm Bureau Farm Management records for 1958.

Reporting on this study, University of Illinois Economist Fay Sims noted that net earnings were increased substantially as the number of litters of hogs were increased. Although all farms included in this study were of the same size — about 225 acres — and had similar soils, it must be remembered that 1958 was a profitable year for hog producers. In bad hog years it seems reasonable that losses would climb as the number of litters increased.

Here's how the income picture looked for these 170 northern Illinois farmers: Farm earnings (returns to capital invested, family labor, and management) increased from $7,840 to $15,260 as numbers of litters were increased from 4 to 71. Farmers farrowing 40 litters reported earnings of $10,980 and for 30 litters this figure was $9,260.

The residual "returns to management" increased from $310 to $6,760 as litters were increased from 4 to 71.

Sims offered these standards for the farmer who expects to make money from hogs:

1. Wean an average of 8.5 to 9 pigs per litter.
2. Weight at eight weeks, 35 to 40 pounds per pig, 300 or more pounds per litter.
3. Market all pigs at six months of age or less, weighing 200-225 pounds per hog.
4. Feed conversion: 400 pounds feed per 100 pounds pork produced, including feed fed to sows and boars.

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21—Animal First Aid

"First Aid to Farm Animals" is the title of a booklet available free to you from Chesebrough-Pond's Inc. This booklet tells things for you to do until the veterinarian arrives.

22—Soil Testing Pays

"The Good Earth . . . Can Do You Dirt". So says a booklet on soil testing available free to you from Sudbury Laboratories. Circle the postal card number above to get your free copy.

23—Aquatic Weed Control

If you have a farm pond and weeds are giving you trouble, you'll be interested in this booklet from Pennsalt Chemicals Corporation telling you how to control weeds in ponds and lakes with Penco Aquathol.

24—"It's A Good Life"

This is the title of a booklet available free to Better Farming Methods readers from F. S. Royster Guano Company. This booklet contains up-to-date information on the relationship between proper fertilization and increased farm profits.

25—Heating Farrowing Pens

For complete details about Easy-Heat farrowing pens that make farrowing profitable the year around, simply circle the postal card number above. You will get this information from Easy-Heat, Inc.

26—Soil Insect Control

A colorful brochure available to you from Velsicol Chemical Corporation tells how modern chemicals provide effective soil insect control for corn.

27—Weed and Brush Killers

If you would like additional copies of the four-color educational insert on weed and brush killers appearing in the April issue of Better Farming Methods, simply circle the postal card number above. The sponsors of this insert, E. I. du Pont de Nemours would be pleased to send you as many copies as you need.

28—All-Purpose Building

This all-purpose steel building has been announced by the Sioux Steel Company. For further details about this building which can be erected in approximately 10 hours, circle the postal card number above.

29—Chronic Respiratory Disease

A new pamphlet from Abbott Laboratories explains how Gallimycin brings fast-acting results against chronic respiratory disease and other infectious diseases of poultry.

30—Future Cattleman

This 80-page color booklet available free to readers of Better Farming Methods from the American Hereford Association covers every phase of a beef project. Get your free copy by circling the postal card number above.

31—Trucks in Agriculture

"Motor Trucks in Tomorrow's Agriculture" is an eight-page, 6 x 9 booklet discussing the important role of trucks in marketing and agriculture. It's available free to you from American Trucking Association, Inc.

32—Burdizzo Castrator

This 16-page booklet from the Burdizzo Company, Inc. contains descriptive material and pictures on the proper use of bloodless castrators on various animals.

33—Profit With Alfalfa

"20 Proven Ways to Profit With Alfalfa" is the title of an eight-page booklet available free from Certified Alfalfa Seed Council. Order your free copy today.

34—Legume Inoculation

The Nitragin Company would like to send you a free copy of their four-page booklet discussing the importance of inoculation of legume seed.

35—Corn Data Notebook

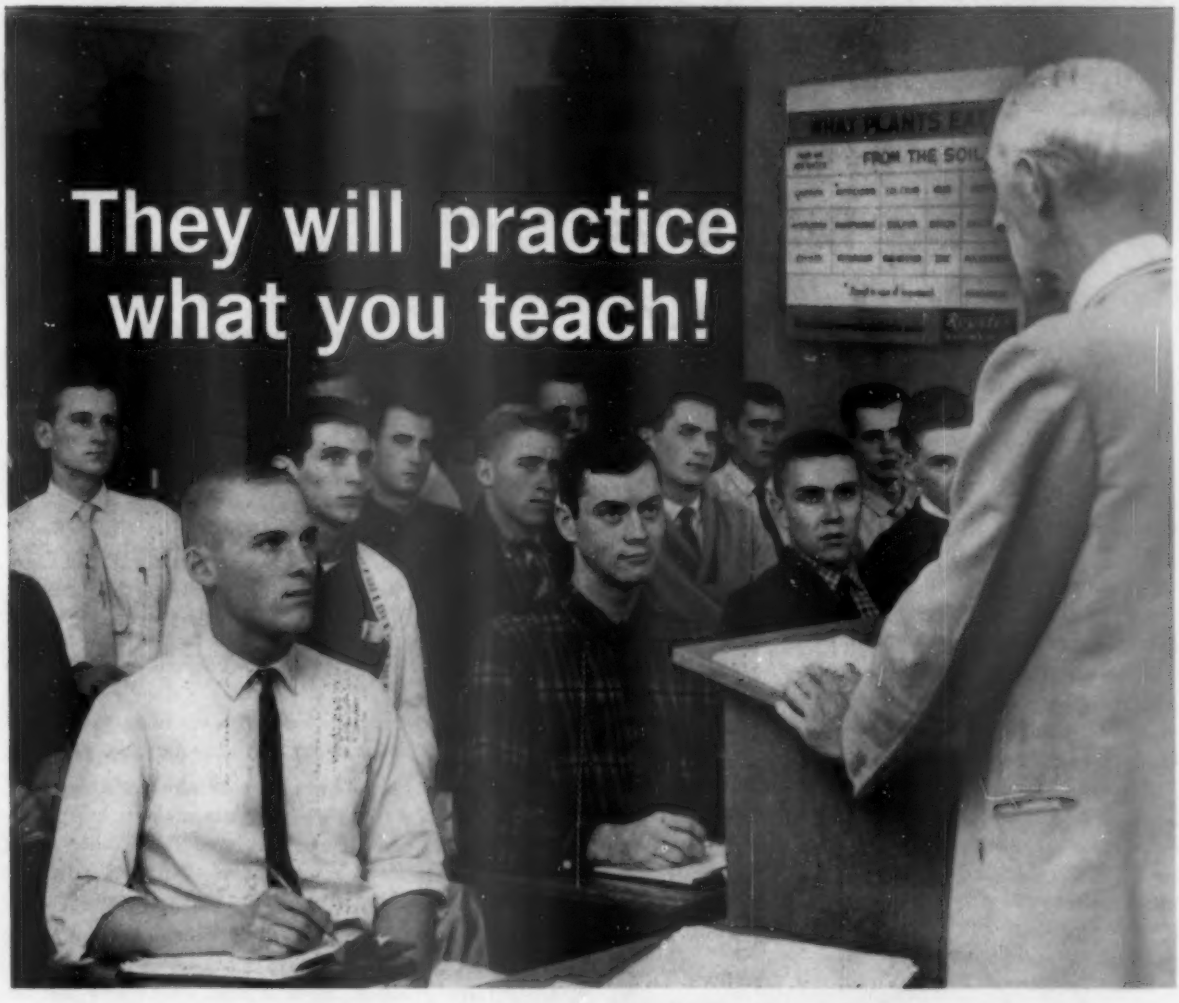
This 36-page pocket-size booklet from Pfister Associated Growers contains pages dealing with corn planting, population, picking, starvation symptoms, and other information on how to conduct an accurate field check. Send for your free copy without delay.

36—Grain Moisture Testers

Radson Engineering Corporation will be pleased to send you a free copy of their new brochure describing electronic grain moisture testers. Simply circle the postal card number above.

37—Hog Health Manual

This 16-page booklet from Dr. Salsbury's Laboratories gives a description of various hog diseases with information on disease control and good management practices. They would like to send you a free copy.



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Can We Keep Our Farm Boys in Agriculture

Continued from page 10-D

selors and superintendents of school districts sat in on the meetings, and the counselors especially were surprised to learn about the occupations available to graduates of ag colleges, Dean Gardner reported.

Similar Program in West Virginia

West Virginia University's Division of Agriculture has just introduced a similar program. The hour-long convocations, held in high schools, are described by Dr. O. J. Burger, Assistant Dean and Director of Resident Instruction: "First, we discussed the true significance of agribusiness and point out the fact that farming and agriculture are not synonymous today. Then we show the half-hour film 'Dynamic Careers Through Agriculture.' " County agents organize the programs, planning schedules with the principals and county superintendents of schools.

More unique is West Virginia University's Life Sciences Institute, a four-week inquiry into agricultural research initiated last summer for 20 outstanding high school students between their junior and senior years. The Institute included:

- Two 45-minute lectures daily in the basic plant and animal sciences.
- Seminars conducted by visiting scientists.
- Research by the students into long-range problems or classical experiments — with graduate students and the Institute's staff supervising. Students discussed their results both orally and in the form of a written report.
- Field trips, including tours of the college and experiment station facilities, university library and hospital.

Sponsored by the National Science Foundation, the Institute was declared a success and a similar program recommended for 1961. A thorough report of the Institute, including a discussion of possible improvements for the future, has been prepared by Dr. Burger, who served as director.

Much Depends On Vo-Ag Teacher

Programs like the Life Sciences Institute should encourage more bright students to enroll in the ag colleges. But much of the success in interesting students in agriculture really depends on the counselor, vocational agriculture teacher and others in the high school.

Here many vo-ag instructors face a dilemma, because **"it is difficult to help students prepare for college without advising them to drop completely out of vocational agriculture,"** says Dean Daniel G. Aldrich Jr., University Dean of Agriculture at the University of California.

"There is a tendency on the part of counselors to accept those who elect vocational agriculture as being in a terminal program and give little consideration for the need to prepare them to continue their education beyond high school," Dean Aldrich explained. As a result, college preparatory courses may be scheduled at the same time as the vocational agriculture course, especially in the smaller high schools.

Despite the circumstances in which he finds himself, the vocational agriculture teacher is doing a pretty good job, Dean Aldrich summarized.

Vo-ag teachers and other agricultural "change-agents" will be interested in comments by the deans on improving counseling at the high school level:

- "Work for more guidance services in local high schools. Take guidance training.
- "Learn about non-farm employment in agriculture, so career alternatives can be taught to farm boys.
- "Cooperate with high school administration and counselors. Through these contacts make it clear that agriculture involves science, economics and other significant subjects. Provide high school counselors with material describing opportunities in agriculture.
- "Work with the counselors in exchanging information about students. An early appraisal of the student's home farm situation, to determine whether or not he has a chance to farm, is important."

Ag Colleges Can Do the Job

The deans cautioned against de-emphasizing the role of counseling in high schools in the belief that ag colleges are better staffed for the counseling job. High school students are often more receptive to counseling, says Westervelt Griffin, Assistant Dean at the Rutgers College of Agriculture. Dean Griffin points out that college students often are reluctant to take advantage of counseling services.

Yet ag colleges do contribute to the student's development through counseling, and extensive systems have been established. At Rutgers, freshmen get special attention. Upperclassmen are the counselors, at a ratio of one counselor for 10 students. "We want to make certain that every freshman has adequate counseling time, and will not be shunted aside by a busy faculty advisor," Dean Griffin explained.

Staff members advise upperclassmen, with a three-pronged approach aimed at: 1. Advising the student of career opportunities, 2. providing educational counseling, with aid in selection of courses appropriate to the student's career objectives, and 3. assisting in job placement.

For upperclassmen, two sessions are required annually for registration purposes. The student arranges for other counselling interviews.

At Iowa State, frosh have a one-day meeting with their advisors even before they enter college. When school starts, each department has an orientation course in which the students meet with their faculty advisors an hour each week. All freshmen have an orientation course designed to acquaint them with overall problems and philosophy in agriculture.

Iowa State students are counseled by faculty members, who are allowed credit for their advising just as they are given credit for teaching. They average 36 counselees each.

Iowa State holds semi-monthly luncheons for counselor in-service training. Changes in rules and regulations, as well as general problems, are discussed.

Deans Suggest A Program

The deans suggested a program for raising counseling standards in ag colleges:

- "Develop an integrated program that coordinates all counseling activities. Provide more advisory time and specialist services.
- "Select only counselors who are capable and interested. Eliminate those who are not. Through periodic and continuing programs of in-service education, give the advisors guidance in methods and procedures which have proven effective. Help them learn more about job placement.
- "Recognize their services when they are recommended for promotion.
- "Encourage a relationship between students and faculty that will cause each group to go a little more than half way in seeking or giving help and then provide the assistance that will make this possible.
- "Encourage undergraduate groups to help. At Illinois, for example, the honorary Gamma Sigma Delta has been particularly effective in steering better students toward graduate work, according to Dean Gardner.
- "Above all, take a hand in counseling so that students will be aware of the administration's interest in their welfare." End

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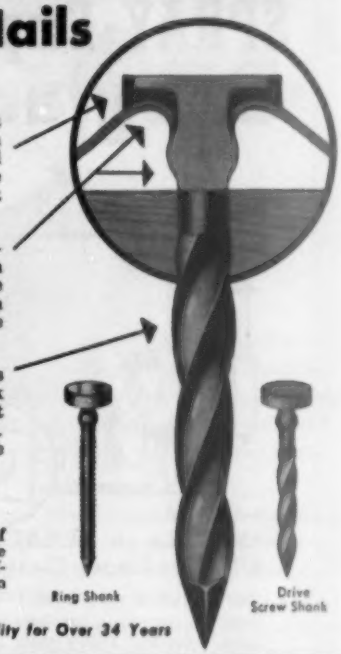

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NEW BOOKS

OPPORTUNITIES IN THE POULTRY INDUSTRY, published by Vocational Guidance Manuals, Inc., 212-22 - 48th Avenue, Bayside 64, New York.

AUTHOR: John W. Hough, Editor, Turkey World. PUBLICATION DATE: October 24, 1960. DATA: Paper bound, 100 pages. PRICE: $1.65.

Today's poultry industry offers dynamic careers with real challenges in the areas of engineering, economics, marketing, chemistry, and many other highly specialized fields of training. The size and importance of the industry is outlined in its unlimited opportunities. Other chapters discuss the job classifications, education and training, personal attributes, choosing the correct opportunity and the future of the industry.

This book is a most complete outline of available opportunities in the new poultry industry. It is also one of the first detailed examinations of career opportunities available in any particular segment of agriculture.

FOOD FOR AMERICA'S FUTURE, published by McGraw-Hill, 327 West 41st Street, New York 36, New York.

AUTHORS: Twelve outstanding authorities. PUBLICATON DATE: September, 1960. DATA: 192 Pages. PRICE: $3.95.

This book, by 12 outstanding authorities, presents a penetrating examination of this nation's potential ability to feed its growing population in the foreseeable future.

The book tells what has been done, is being done, and will be done to better equip the farms and industries of America to meet the needs of an expanding population. Looking into the future, the book discusses America's land capability and the part agricultural research will play.

The authorities foresee increasing productivity through power farming. Finally, the book considers the problems facing the American farmer and explains how their solution will contribute to his future productivity.

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These are the areas which BFM explores in its editorial columns. It's a unique approach for a farm magazine, but one which is well-received by agricultural "Change-Agents". One wrote, "Your frank discussion of our farm problems is sorely needed". Serving this need is BFM's challenge for the months ahead.

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Dairy Production, 2nd Ed.

This new edition, by Ronald Diggins and Clarence Bundy, contains information from dairy-experiment stations, the National Research Council, and the Bureau of Dairy Industry in Washington, D.C. The authors have included such topics as the use of antibiotics in feeding dairy cows, the detergent butterfat test, market information, and tests in crossing Red Sindhi cattle with dairy breeds. This book systematically and completely covers every phase of dairy production and management.

Livestock and Poultry Production, 2nd Ed.

A complete handling of all livestock production problems, this new edition offers you invaluable experimental data. Bundy and Diggins have included in their book all the fundamental information you need on production, management and marketing in all areas of animal husbandry.

Profitable Farm Marketing

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Agriculture Department
Educational Book Division
Englewood Cliffs, N. J.

WASHINGTON NEWS

Continued from page 10

wheat, the administration continues to favor a program based on the certificate marketing plan backed by the National Association of Wheat Growers, the National Grange, and the National Farmers Union. In the background is the possibility that if the Congress can't agree on this plan, some leading lawmakers will turn back to the idea of legislating a flat 20-25 per cent acreage cutback for wheat in return for some increase in support prices and acreage retirement payments.

New "Cross-Compliance" Rule

The "cross-compliance" regulation in the 1961 feed grain program, barring price supports on all feed grains to corn and grain sorghum growers who don't reduce acreage, is not the only new control rule adopted by the new administration.

Another important new regulation applies to soybeans. No producer can get 1961 soybean supports unless he maintains at least the same acreage of soil-conserving crops and idle land he had in 1959-60.

This rule backs up the feed grain controls by discouraging farmers from plowing up pastures and idle land for soybeans this year. Soybean acreage is expected to jump sharply this year under the influence of rising market prices and a supported price boosted from $1.85 per bushel in 1960 to $2.30 per bushel.

The soybean price increase, incidentally, is part of a package of similar moves which USDA hopes will boost net farm income by as much as $2 billion above the 1960 level of $11.6 billion. Substantial support increases have been announced for crops including dairy products, peanuts, rice, flaxseed, cottonseed, feed grains, honey, and dry beans.

York Named FES Chief

The Kennedy administration has brought in a new chief for the Federal Extension Service, as we reported last month.

Dr. E. T. York

The appointment of Dr. E. T. York, Jr., of Auburn, Ala., fits the pattern of so many other administration appointments. York is a youthful 38. In announcing the selection, Agriculture Secretary Orville L. Freeman said the new FES Administrator would put more emphasis on making the Extension program the leading USDA educational effort.

Paul V. Kepner, the career-service man who had been named FES Administrator just last fall, resigned to make way for York's appointment.

York came to Washington at a touchy period. USDA officials had let it be known they were reviewing the Extension program to see if

the Federal government could do anything about the practice of maintaining separate Negro and White Extension operations in some Southern areas. No decisions on this had been made at presstime, but the news that the subject was under consideration had brought warnings from some Southern senators that any such move could bring repercussions against the whole new Kennedy farm program.

More Authority for ASC

Secretary Freeman is giving the ASC Committee system more authority and importance than it has had since the Eisenhower administration took office in 1953.

Under former Agriculture Secretary Ezra T. Benson, the tendency was to put more and more responsibility into the hands of committee office managers. Freeman is putting the committee members themselves out front again.

Freeman will not return to the system of using county committeemen for full-time office work, but he's abolishing limitations on the amount of work by committeemen so they can spend more time explaining Federal programs to both farmers and non-farmers. He's also restoring to county committees control over the duties of community committeemen and local election processes, and he has lifted the ban on service on county committees by officers of general farm organizations.

Also significant: USDA will use the committee system as a two-way channel to get the "feel" of what farmers are thinking, as well as for passing Washington programs down to the grass roots.

Want Ag Trend Reports

The Agriculture Committee of the National Planning Association wants USDA to begin a regular new series of 5 *and* 10-*year projection reports on trends in American agriculture.*

Reports of this kind have been made in the past. But the NPA committee argues that for sound planning in both the agricultural and

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general economy, they should be put on a regular annual basis.

The proposed reports would examine each year the likely trends for American agriculture under existing policies and possible alternative policies which should be considered by government and private farm leaders. The NPA committee says the annual projection report could be reviewed in a conference which would meet to consider the directions of change in agriculture.

Protect Livestock Producers

Livestock producers will soon have the protection of Federal fair-business-practice regulation at practically every livestock sales point of any importance in the nation.

USDA has now nearly completed a nationwide program of "posting" stockyards and other markets — an action which puts into effect at these markets the regulations of the Federal Packers and Stockyards Act.

The Department has also been moving rapidly to extend its registration of dealers and market agencies to include those which do direct country buying. The registration is another step to protect livestock producers, and new applications for registration are being processed at the rate of 300-400 a week.

There may be new attempts this year to strip USDA's Packers and Stockyards Division of its present regulatory power over some wholesale business practices of meat packers — turning this authority over to the Federal Trade Commission. Odds appear to be against success of any such move, however.

Blast at Federal Extension Payments

Dr. Jean Paul Mather's controversial blast at the Federal formula for Extension payments will stir a lot of discussion.

But unless the Iowa educator recruits a lot of new support, his proposal is unlikely to stir the Congress to any early changes.

Dr. Mather, former President of the University of Massachusetts and now heading a college testing service, said in Washington recently that Extension grants ought to be related to the real economic significance of agriculture in any geographic area.

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It makes little sense, Dr. Mather argues, for the government to allot as much Extension aid for a family which part-time farms 30 rocky New England acres as for the full-time commercial farm family of the Midwest.

Regardless of how much or how little merit there is in Dr. Mather's ideas, the realities of practical politics are against him. Few state Congressional delegations are likely to be sympathetic to any moves to reduce Federal grants to their Land Grant colleges and universities. End.

Have to Change Our Thinking

We'll have to stop thinking of rural development as a movement that involves only low-income farmers.

That's one of the key messages in a significant new USDA study of opportunities for economic development in low-production farm areas. The income problems of both farm and non-farm families must be attacked at the same time and by generally identical programs of agricultural and industrial development, the study says.

Two more highlights of this report:

- Rural development programs can go a long way toward solving local problems. But as a practical matter they can't by themselves solve employment problems growing out of the state of the national economy.
- Some Federal farm income-boosting programs may be hampering shifts to non-farm jobs by holding out hopes of increased income to families which don't have enough resources to make a satisfactory living at any farm price level.

New Hog Slaughter Reports

USDA has begun publication of a new series of hog slaughter figures which should help improve the reliability of government forecasts of hog supplies.

The new figures, gathered from cooperating meat packers, give separate data on barrow slaughter and gilt slaughter. USDA warns it may be 3-4 years before the new reports are really useful for predicting future supplies, but they're being made available now at the request of some meat industry officials.

Rising Real Estate Taxes

Recent levelling-off in farm land prices strengthens the pinch of rising real estate tax rates in most parts of the country.

Land values and taxes have been rising at about the same rate in recent years. But the increase in land values began to taper off in 1959 and came to almost a complete halt in 1960. The result — an increase in taxes compared with land value. For 1959 levies, payable in 1960, taxes per $100 of actual land value were up to the highest level since 1949.

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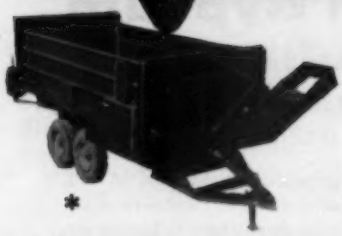

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by R. L. Kohls, Purdue University

Where Does the Consumer's Food Dollar Go?

In 1960, farmers received 60 cents of each dollar the consumer spent for beef, 52 cents of the pork dollar, 67 cents of the egg dollar, and 43 cents of the dollar spent for milk. How was the remainder of the dollar divided up among the various processing and marketing agencies? What kind of changes are going on in these margins. These details plus many other facts about the cost of our marketing system are discussed in **The Marketing and Transportation Situation, January 1961** (*Agricultural Marketing Service, USDA, Washington, D. C.*)

Grain and Feed Movements and Prices

With the great growth of the commercial feed industry and its interest in agriculture, the issues of relative feed costs and movements among various geographic areas have become increasingly important. One study, **Changes in Spatial Grain-Price Patterns** (*Illinois Experiment Station Bulletin* 663, *Urbana, Illinois*) analyzes the changes in grain prices among various markets, states, and regions during the past several years. Another study, **Transportation of Poultry Feed Ingredients From the North Central States** (*South Dakota Experiment Station Bulletin* 485, *Brookings, South Dakota*) gives a picture of feed movements and costs from the corn belt to other regions. Here is much valuable detail for those who must plan and do business in grain and feed.

How Important is the School Lunch Program?

About half of the public schools of the nation participate in the National School Lunch Program. For one year the fluid milk bill of these schools was 267 million dollars. Much of the food used was purchased locally. These and other facts and implications of this growing program are given in the pamphlet, **The Growing School Lunch Food Market** (*Marketing Bulletin No.* 8, *USDA, Washington, D. C.*)

Oranges for Sale!

Nearly everyone knows that "Sunkist" means oranges. But how many know that this widely known brand name is really the product of a successful farmers cooperative initially established in 1893? The history of the failures and successes of this organization are nicely presented in the booklet, **Sunkist Growers, Inc.** (*Farmers Cooperative Service Circular* 27, *USDA Washington, D. C.*). Here is a history of a continuous struggle with market management, advertising, volume and financing problems — which at one time or another face most enterprises. This is good reading for anyone interested in the problems of agricultural business, either cooperative or non-cooperative.

Dairy Industry Problems Discussed

Top leaders in the dairy industry recently convened to discuss their market problems. Subjects ranging from plant location to pricing and advertising were given attention. These useful and carefully done papers have been brought together in the proceedings of **First National Symposium on Dairy Market Development** (*American Dairy Association,* 20 *North Wacker Drive, Chicago* 6, *Illinois*). If you want to see what the "professionals" are thinking and doing, the group of papers is excellent.

PARITY FORMULA

Continued from page 13

Although it is not difficult to construct a framework around which to build the parity returns structure, the system presents a number of problems. Among the most troublesome are these:

- It is difficult to identify "comparable resources" on and off farms. Defining comparable returns to similar resources under widely differing working conditions is an equally complex problem. Both the comparable resources problem in part, and the comparable returns problem to a greater degree necessitate use of a "base period."
- The efficiency with which resources are utilized varies among farms and among areas.
- The parity returns indicator involves the assembly and computing of some considerable quantities of data.
- The use of detailed data means that computation of a parity returns indicator cannot be completed until some time after the end of the production period. Estimates could be made, however, by using price indexes and projected output-input relationships.
- The average return per farm operator in various farming areas covers a wide diversity of returns among individual farms. The diversity is not as great, however, as that which lies behind the present parity prices. The area in each case is smaller and more homogeneous than the area covered by the present parity prices.
- Although a resource return indicator is a more accurate index of farmers' economic data than a price index or ratio, it is only an index.

The use of parity returns prices in a price support program would not necessarily eliminate some features of price support programs which have been subjected to criticism.

But, despite the problems, it seems evident that the resource returns indicator—based upon parity returns to resources employed in agriculture—should provide a more accurate measure of farmers' economic status than the present parity ratio, since it reflects changes in the technological output-input relationships. And, it does compare farmers' incomes with those of other occupations—a comparison most farmers seem to want today. End.

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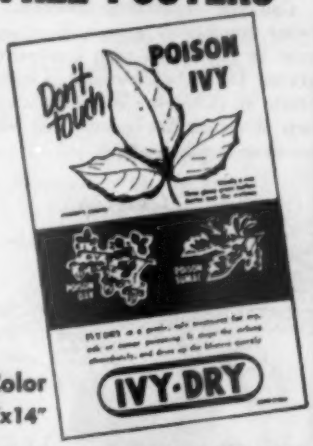

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EDITORIAL

by Frank Waddle

Farming on the "New Frontier"

President Kennedy's recent farm message to Congress demands careful attention by farmers, farm leaders, farm businessmen, and everyone related to farming — and, as a matter of fact, even by those persons not related to farming.

What he's asking for is much stricter government control of agriculture. Maybe we want this. Maybe we don't. But let's not accept it without doing some thinking about it.

First of all, let's see what he is asking. Here are some of his major proposals:

- An amendment of the Marketing Agreement Act of 1937 to permit marketing orders on many more commodities.
- A "no-limit" permit for the USDA to write farm programs, leaving Congress veto power only.
- No program to be started without approval of two-thirds of the farmers affected. (Note of caution: Programs offered could give farmers little choice.)
- Allow use of a variety of farm income booster plans including incentive payments, commodity loans, export payments, diversion programs, purchases, etc.
- Authorize production control by units (such as bushels, bales, pounds) by amending the Triple A Act of 1938.
- Legislation to allow farmer cooperatives to grow and expand. . .allow them to build processing and marketing facilities.
- Easier loan money for farm operation along with more loans for electric co-ops.
- Strong push to pass area development bill. This would involve loans and grants to rural communities to attract new industry and to improve existing facilities.
- More plans to use farm abundance for needy at home and abroad. Along with this a step-up in expanding markets, food-for-peace, and school lunch programs.

Quite an impressive list of objectives. How many of them Congress will accept remains to be seen. We can expect much discussion of the more controversial proposals such as the one giving the USDA responsibility for developing programs that once were made by Congress. On the other hand, some of the less controversial items should get a quick okay.

Of course, it is impossible to take this whole range of suggestions and say: "The farm program outlined by Kennedy is good." Or, "The farm program outlined by Kennedy is bad." It just isn't that simple. But thinking farmers and farm leaders should take this thing point by point and do some serious studying about what it means to them.

Does the bushel, bale, and pound control method put too much restriction on the farmer's prerogative of managing his own farm? Or, is this the only way the government can devise production controls that the farmer can't "find a way to beat?"

Can the conflicting interests of the many commodity groups in agriculture ever be reconciled with legislative programs? Or will each round of legislation create an imbalance in the relative position of commodity groups that will call for more legislation?

"This is a silly, childish, immature way to act and I refuse to be a party to it until you take those brass knuckles off and fight fair like a man."

Will we impose strict import controls to protect our domestic markets as legislation raises farm prices? If so, what will this mean to our export market?

Will rising farm prices encourage middlemen, or even retail firms, to move into the production area as a cost-cutting measure? In other words, will rising farm prices, along with the demand for a uniform supply, encourage more integration in agriculture?

Can any committee, the USDA, or anyone else, ever devise a program that raises farm income, makes the consumer happy, holds our export markets, discourages integration, and keeps farmers happy? Seems impossible. But if Mr. Freeman can do it he will be the Einstein of agriculture with a little Houdini thrown in.

We raise all these questions not to say that it can't be done, or that we disagree with these proposals, but merely to point out that there are many interests to be satisfied in a political solution to any problem. The farm problem is particularly complicated and compromises must be made.

All we say is that farmers should not accept any program as the solution to their problems without giving it some careful study. Not only must we be concerned about the '61 crop year, but we must also think of the crop years to come. What will be the long-range effect of the program? Is there some other more satisfactory way to get the job done?

We have suggested many times that government programs, in order to be successful, must be more restrictive than would be the case if farmers worked out the solution to their problems through their own business organizations.

Invariably, after making such a suggestion, we get letters from our readers saying that it is impossible for farmers to solve their own problems through their own business organizations. Maybe they are right. But I don't think we should say it is impossible before giving our greatest effort. Up to now, we have not done this. And we won't do it as long as the government leads us to believe it will solve all our problems for us.

PASTURE

cuts dairy feeding costs by 2/3

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Water conservation—Missouri tests show that four times as much water was lost from sloping cornfields as from alfalfa on the same plots.

Reduction in equipment expense—Pasturing livestock eliminates the need for much expensive machinery and equipment.

Erosion control—Missouri researchers report 400 times the soil loss from sloping cornfields as when the same land was planted to alfalfa.

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